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323
178 coming from the smaller towns to buy. The Indians still bring pottery to
442 sell retail in towns that they visit during a fiesta. One of these is the barrio
443 of Lok'ibal in the municipio of Villa Carranza, where people go on the third Friday of Lent to get holy water from the spring.

The Indians have not taken advantage of the truck to buy pottery wholesale and market it directly in the smaller towns, selling from the truck in the plaza as some of the wholesale fruit truckers do. Another operation which they have failed to profit from is buying the wheat harvest and selling to government warehouses, as some of the Ladino truckers do.

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471 Lack of capital is the major reason for failure to exploit these opportunities. In marketing the contraband liquor, which is the most flourishing of
273 the new enterprises, the Indians have not yet entered into the external
443 markets except in the case of one young unmarried mother. Wholesale
434 purchases are made by Ladinos, primarily women, from other towns who resell the liquor in Comitán and on the coast. There is however, a well-de-
[675] veloped home market since all contracts are sealed with the offering of liq-
[681] uor, the "gift of the gods," all court fines are paid in liquor, and the main
[583] gift in betrothal is liquor. The cantinas with phonograph players opened
[275] by the cooperatives operate very successfully on Saturday night and during
[216] fiestas. The internal market for liquor is controlled by a syndicate of the
[548] forty-two independent liquor distillers. The price is set at 4 pesos per liter
[435] for all buyers, with the buyer providing the bottle.

Agricultural production is not geared to a market, and Indians do not
241 take advantage of fluctuations in price. Wheat yields a lower return per
442 unit of land than corn, but it is grown for two reasons: the Indians believe
443 that crop rotation of corn and wheat prevents depletion of the soil, and wheat requires less work since no cultivation is needed. Wheat is a cash crop and none of it is milled or consumed directly in town. Poor families sell their wheat "standing" to Teopisca truckers. The price given the
[435] grower is usually about 90 pesos per hundred kilograms, and it is resold at 110 or 120 pesos in Tuxtla or to the government storehouses. Wheat is sometimes brought directly to San Cristóbal millers who give 120 per hundred kilograms. Corn is primarily a subsistence crop when grown in the center. Corn grown in hot country ejido land is now sold in Teopisca and
[489] San Cristóbal. The local truck cooperative has a special permit which gives

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members entry to the ejido colony, an area where traffic was formerly excluded because of the monopoly by the large trucking companies. Both the fruit and root of chayote are sold in August by some families who have a supply over consumption needs. It is brought along with pottery to the market of San Cristóbal where it is sold to *regatones*, retail sellers who have stalls.

Decisions as to what crops to plant are not responsive to market fluctuation. With the major emphasis on subsistence crops, the farmers have little margin of land on which to experiment with profitable but risky ventures. They have little knowledge or experience. There are no full-time specialists in market operations, although the truck drivers may gradually assume a greater role in this respect.

Very few Indians of the region, and none of those in Tzo'ontahal sell corn to the National Warehouses (Almacenes Nacionales de Deposito), although the warehouses offer prices higher than the going market price for corn. (940 pesos per ton in comparison to 500 to 600 pesos at harvest or 800 pesos offered a few months later by wholesalers who come to town). The reason for their failure to take advantage of the higher market price is that they do not have sufficiently large crops to pay the transportation costs of 28.75 pesos or the "tip" to ensure that their crops will not be declared substandard because of impurities, rotten kernels, insects, or excessive water content. In addition to that, they must spend time at the warehouses and in traveling. The alternative to the sale of crops to national warehouses is sale to wholesalers.

Dealing with external agencies. Entering into competitive areas where they were formerly excluded, the Indians are encountering opposition from competitors and are the prey of departmental and state government agents. The reduplication of bureaucracies at the state and departmental level means that they will be subject to the double "bite" or *mordida* if they pursue their enterprises. Operating on minimal capital, they are not able to fulfill all the requirements, or buy all the necessary permits and licenses. Because of monopolization of certain traffic by the larger syndicates of truck owners, they proceed without permits and are often caught.